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Automotive News

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Mitsubishi acts to keep its identity pure

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Mitsubishi Motor Sales of America has begun filing formal complaints against a number of Chrysler dealers in several states who identify themselves either through signs or advertising as Mitsubishi dealers.

An MMSA spokesman confirmed that such action is underway, but declined to elaborate.

However, a knowledgeable source indicated that MMSA is keenly aware of the need to establish its own identity in the U. S. and is seeking to eliminate any confusion in the public's mind as to what constitutes a Mitsubishi dealership. MMSA will begin selling cars in the U. S. through its own dealer network next fall.

The source also reported that Chrysler Corp. has recognized the problem and sent a letter to certain dealers last month requesting that they remove from their premises and eliminate from their advertising any material that gives the appearance that the dealer is a "Mitsubishi" dealer.

This request also extends to the use of the Mitsubishi three-

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breaking news

'84 Mercedes 190-E

STUTTGART. — Sources here say Mercedes-Benz is readying its new W-201 "baby" car for a 1984-model launch in the U. S. The small four-door reportedly will be called the 190-E in this country. Power will be supplied by an injected 1,945cc four-cylinder. The car bows late this year in Europe.

Detroit's mini 4x4s

DETROIT. — American Motors' new Jeep XJ series, which resembles the British Range Rover, will compete against the new Ford Bronco II and Chevrolet T-10 compact utility vehicles when all three are launched next spring. ■

See BREAKING NEWS, Page 8, Col. 1

The long way

K-car limousines

Phillips Motor Car Corp., Pompano Beach, Fla., has stretched Chrysler K-cars 28 inches to produce limousines with inside dividers, television, bar, rear radio and hide-away jump seat available. Under the hood is a 2.6-liter engine with automatic transmission.

Import stockpile sliced to 51 days; some cars scarce

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to melt away during February to a 51-day supply March 1, down from 56 days Feb. 1 and 60½ days Jan. 1.

The 51-day supply of new imported cars — which included shortages in some of the top-selling nameplates — compared with a 70-day stockpile of new U. S.-built cars on March 1.

Importers and dealers had 371,553 new cars in stock March 1, down slightly from 375,784 a month earlier.

The stockpile of new imported pickup trucks increased slightly during February to 158,972 March 1, compared with 156,574 a month earlier. A pepped-up selling rate, however, resulted in an 118-day supply March 1 compared with a 132-day stockpile a month earlier.

The combined car and truck total was 530,525, a 61-day supply, compared with 532,358 units Feb. 1, a 68-day supply.

• Some shortages persisted, particularly in the top-selling Toyota and third-place Honda lines. Toyota had a meager 24-day supply of new cars, while Honda had an even more emaciated 20-day stockpile. Subaru's inventory was also lean at 34 days, down from 44 days a month earlier.

In stronger shape for the hoped-for spring selling upturn were Mazda, with a 57-day supply of new cars, and Nissan, with a 65-day stock.

Chrysler Corp. had a 78-day supply of Mitsubishi-built Colt, Champ, Challenger and Sapporo cars, down from 123 days a month earlier, and Isuzu had an 84-day stockpile of cars, down from 100 days.

The continued inventory of Japanese-built new cars in the U. S. March 1 totaled 252,095, a 42-day supply, down from 268,131, a 49-day stock, a month earlier.

The stockpile of West German-built cars totaled 70,984 on March 1, a 93-day supply, up from 59,233 units, a 91½-day supply on Feb. 1.

• The March 1 West German inventory included a 52-day supply of BMW, a 62-day stock of Mercedes-Benz and a 68-day supply of Porsche. In heavier inventory were Audi, at 116 days, and Volkswagen, with a 143-

Continued on Page 43, Col. 1

12.9-pct. APR rate rings cash registers

Ohio promo hikes sales 240 pct.

By Jim Plegue
Staff Writer

While most of the nation's new-car dealers faced another dreary sales period last week, a group of northeastern Ohio dealers staged a promotion that bagged them a sales increase—a 240 percent sales increase.

Their secret? The dealers persuaded local bankers to offer 12.9-percent (APR) 36-month financing terms on all purchases of new domestic and imported cars and trucks.

"The activity has been just spectacular," said Bud Greenwood, Greenwood Chevrolet, Youngstown. Greenwood helped organize the promotion for the Auto Dealers Assn. of Eastern Ohio.

"In fact, one of the problems — if you call it a problem — is that we've had trouble taking care of all the customers," he said.

The program ran from March 1 to March 20 in the counties of Mahoning and Trumbull, on the eastern Ohio border. There are about 60 association dealers in those counties. Another 25 association dealers in Ashtabula County — just north of there — joined the program March 14. It continues in Ashtabula County through the end of the month.

During the first 10 days of March, dealers in Mahoning and Trumbull Counties sold 1,159 vehicles, up from 344 units during the equivalent period in February, according to Jerry Thorpe, vice president of the Auto Dealers Assn. of Eastern Ohio.

Thorpe said other dealer associations—inside and outside of Ohio — have called to find out more about the financing program.

Greenwood had a double bonus for his customers — the local financing program coupled with the GM rebate. His dealership's planning potential is 1,370. He sold only 26 new vehicles in January, only 65 in February.

"We've already sold 70 (as of mid-March) and we'll probably sell a total of 130 during March," he said.

"The GM rebates have helped to close a deal when people needed additional cash, but the people we're seeing now don't need the extra cash. They're very qualified. They could easily afford 17 or 18-percent financing. Some of them are qualified to buy the entire dealership.

"I only hope we haven't created a false high for ourselves. Right now we think the recession is over. We just sit back and handle the customers. We hope we can keep the momentum going.

"One of the really good things about the program is that ordered vehicles also apply; so, we're going to have some carryover into April."

• Despite the low interest rate, bankers — a total of 12 banks participated—were quite receptive to the program, Greenwood said. Dealers agreed to forfeit the two-percent finance reserve (finder's fee) that most collect from the banks in exchange for the 12.9-percent loan program.

The program was promoted

Continued on Page 43, Col. 3

Automotive News World Outlook reflects deteriorating economic situation

New-car sales forecast is sliced to 8.7 million

By Edward Lapham
Financial Editor

A worsening U. S. economic situation has reduced the 1982 U. S. new-car sales forecast to 8.7 million units, according to the AUTOMOTIVE NEWS WORLD OUTLOOK.

Just three months ago, the quarterly forecast, a joint undertaking by AUTOMOTIVE NEWS and Data Resources, Inc., projected 1982 new-car sales at 9.1 million units. Total 1981 sales were 8.6 million units.

The reduction in the car-sales forecast coincides with a revised general economic outlook. In the most recent forecast, gross national product was projected to decline at a real annual rate of 4.0 percent in the first quarter and a 0.4 percent annual rate in the second quarter.

The earlier forecast projected a real decline at an annual rate of 2.0 percent in the first quarter with real growth at an annual rate of 0.6 percent in the April-June period.

Otto Eckstein, DRI chairman and a Harvard University professor, said that while there are not yet "significant signs of a pickup in the economy," the outlook has improved in certain respects.

Eckstein said the federal budget with its burgeoning deficits is "the biggest cloud over the recovery" and is responsible for the lowering of the economic forecast.

"The deficits will crowd out housing, reduce consumer spending for durable goods (like autos) and weaken the trade balance," Eckstein said.

The economist cited several indicators, currently at or near alltime lows, which point to a recovery.

"Extraordinarily low levels of consumer credit reflect dramatically improved liquidity of the household sector," he said. Household liquidity is generally considered an essential factor for any period of prolonged car-sales recovery.

John Hammond, director of DRI's Automotive Service, told AUTOMOTIVE NEWS he believes there is still potential for a recovery and that there is indeed

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Reduction could reach 50 pct.

New inventory system to cut GM suppliers

By Kathleen Hamilton
News Editor

ANN ARBOR, Mich.—General Motors has begun a shift to a Japanese-style inventory system that could cut the number of its suppliers in half during the next three to five years, GM Vice President Robert Stone revealed.

Ford Motor Co. and Chrysler Corp. have also begun the switch to the just-in-time (kanban) inventory system, although there is no indication of how extensive the changeover will be.

Although GM has no set schedule for reducing suppliers, its shift to long-term contracts, single sourcing and a kanban inventory system especially in the Midwest is likely to trim the number of suppliers by perhaps half, according to Stone, vice president for materials management.

GM currently has $9 billion tied up in components inventory at any given time, Stone said. He said that is more than the entire Japanese auto industry.

Stone's comments came during a two-day conference here on the U.S. and Japanese auto industries, sponsored by the University of Michigan.

GM is concentrating its inventory-reduction efforts in Michigan, where proximity to internal and outside suppliers facilitates the kanban inventory system, Stone said.

Under it, plants receive precisely the number of components they need at the last possible moment, eliminating the costs associated with the usual 10-day parts inventory at assembly plants.

GM's Michigan assembly plants already receive engines, axles, frames and transmissions according to orders placed every morning, instead from weekly production schedules.

Three Michigan engine plants have begun operating under the kanban system: Flint Engine (Chevette, truck V-8), Pontiac (4-cylinder X-car, F-car and A-car) and Flint Motor (4-cylinder J-car and 6 cylinder truck).

• Outside Michigan, the Linden (N.J.) and Tarrytown (N.Y.) assembly plants are testing the kanban system and including outside suppliers in the pilot. Stone predicted the plants outside Michigan should ultimately save $100 million over the five years by using kanban to varying degrees.

The five-year GM plan calls for a total inventory reduction of about 25 percent, Stone said.

During the last two years, GM has begun signing multiyear contracts with suppliers — again, patterned after the Japanese fashion of close cooperation between suppliers and auto makers. Suppliers thus are able to amortize their costs over contract periods of up to five years in GM's case, Stone said.

GM will be negotiating with some of its suppliers to relocate close to the plants they supply, Stone said.

There will be fewer instances in which several firms supply a single part, he said. There also will be more direct suppliers and more negotiations with suppliers. He predicted mergers among supplier firms as a result of the GM move.

Although the vast majority of GM's suppliers still have single-year contracts, quite a few multi-year contracts have been signed in the last two years, he said. Producers of multi-part components are most suited to this kind of contract, he said.

All the tire makers, the large supplier firms like Budd and "lots of small companies" are equipped to supply GM under the kanban system, Stone said.

Although they may have to upgrade operations, small suppliers will remain important to GM, he said. About half the components of GM cars are supplied from outside firms, and this percentage is expected to increase, he said.

Ride 'em, cowgirl!

Bobbie Newman, Miss Rodeo USA, will represent the International Rodeo Assn. and Carl Burger Dodge, La Mesa, Calif., in style as she travels around the country in a new Dodge Rampage pickup. Here, she receives the keys from Neil Fendly, dealership general manager.

Bill encourages Japanese-style worker bonuses

WASHINGTON. — A bill to encourage greater productivity among U. S. workers through wage and salary reforms has been introduced in the House by Rep. John Seiberling, Ohio Democrat.

The Productivity Incentive Act of 1982, Seiberling said, "would encourage U. S. employers to restructure their wage and salary systems in order to give employes a bigger stake in the company's performance as well as greater security against layoffs."

The bill takes its cue largely from Japanese wage and salary systems, in which workers receive a base wage plus a semi-annual or annual bonus which, if profits are high, can equal as much as six months' pay.

If passed, the bill would encourage a similar bonus system based on company profits or cost savings, in amounts up to four months' pay.

Seiberling said employers would receive a tax credit equal to 5 percent of the bonuses paid out in a calendar year. This system would have to be approved by the affected union, in accordance with federal labor laws.

Seiberling said this system would give workers incentive to be more cost-conscious and more profit-conscious, since their pay would depend to a considerable degree on the earnings of the company.

Two-part format is modified

Q & A set for GM annual meeting

DETROIT. — General Motors has moved up the starting time for its annual meeting May 21 to 9 a.m., so that a regular board meeting and a separate regional stockholder forum can be held in the afternoon.

John W. McNulty, vice-president in charge of public relations, said that Chairman Roger B. Smith will preside at the annual meeting in the Fisher Building.

It will include the election of directors, consideration of stockholder and management proposals and a period for questions and comments on the business.

Earlier reports had indicated that GM intended to limit the annual meeting to items mandated by law, such as election of directors and consideration of management and stockholder proposals, and defer the general discussion and questions until the afternoon meeting.

Critics of this plan had complained that since the directors would be meeting at the same time as the afternoon session at the GM Technical Center, stockholders would not be able to ask questions of and make comments to high officials of the company. However, GM has announced that President F. James McDonald will be at the afternoon meeting, as will a panel of GM experts, to answer questions informally.

• The afternoon meeting will be another in a series of informal regional stockholder forums GM has been holding since 1978. To date, more than 25 percent of GM's 1.1 million stockholders have been invited to 52 forums. More than 32,000 GM stockholders and guests have attended in 43 cities in the U. S. and Canada — more than have attended the last 18 annual meetings, McNulty said.

"One of the things that appeals most to stockholders about the forums is that every question is answered," McNulty said. "The questions are written, and if we don't get to one at the meeting, we send a reply by mail. So far, we have answered, at the forums or by mail, about 4,200 questions."

The forum will be held at 2 p.m. at the Design Dome at the Technical Center in suburban Warren, Mich.

"At every forum, we have a member of the Executive Committee, who is also on the board, to speak and answer questions," McNulty said. "For this forum, we're fortunate to have F. James McDonald, president, as our main speaker."

In addition to McDonald, GM's chief operating officer, a panel of GM officers will be on hand to help respond to shareholders.

By starting the Annual Meeting at 9 a.m. instead of the usual 1 p.m., adjournment can be expected before lunchtime, and the board of directors will be able to hold a regular monthly meeting the same afternoon.

McNulty added that five other regional forums will be held early this spring—in Oklahoma City, April 8; Chicago, April 13; Cincinnati, April 23; Cleveland, May 4, and Boston, May 12.

A break-even year is seen for Chrysler

WASHINGTON. — The outlook for Chrysler Corp. given by Michael A. Driggs, head of the Treasury Department's Office of Chrysler Finance, is more optimistic than the ones given in the latest Chrysler report to Congress for the period ended last September.

Driggs resigned his job as chief administrator of the Chrysler loan guarantee program shortly after his Congressional testimony and was named head of the new Office of Auto Industry Affairs in the Commerce Department.

He indicated he expected Chrysler to "break even" this year and perhaps even to make a profit.

Credit for the improvement in cash position, according to Driggs, should go primarily to the sale of Chrysler Defense to General Dynamics for almost $350 million and agreement with the union to defer pension payments worth $220 million. This should help cash flow until well into 1983, Driggs said.

Chrysler still has available $300 million in federal loan guarantees after its earlier drawdowns of $1.2 billion, but Chrysler Chairman Lee Iacocca has said the company will not come back again since the trouble and the publicity involved causes it to lose more in sales than the loans it can negotiate.

For example, the sale of the defense subsidiary was an apparent substitute for asking the government for more help. Each time Chrysler asks for money, the three-member Loan Guarantee Board must find the company "viable" and rule that eventual repayment is expected. The last report stopped short of making this finding.

• Driggs asked for $1.211 million for fiscal 1983 for administrative expenses to run the temporary Chrysler program.

The expenses include: "Negotiations relating to the guaranteed and unguaranteed portions of Chrysler's four-year financing plan; the continuing analysis of Chrysler's four-year operating plan; financing plans, and other plans necessary for the board

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Three wheels on my wagon

The Rialto, latest in a series of three-wheeler sedans from UK's Reliant Motor, has a fiberglass body, powered (front engine/rear drive) by the company's own 52-CID overhead-valve unit. Reliant says there are 100,000 three-wheelers on UK roads and that it built 61,000 of the car's predecessor, the Robin.

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Peck seeking makers' help on air bags

WASHINGTON. — NHTSA Chief Raymond Peck thinks Senator John Danforth, Missouri Republican, may be putting the cart before the horse when it comes to air bags.

Danforth is the sponsor of legislation that would grant auto makers a $300 refundable tax credit for each car they equip with an air bag and impose a $300 excise tax on any car not equipped with an air bag beginning in the 1984 model year.

Peck thinks there are still some things to prove with air bags before they are foisted wholesale on the American public as would be the case if the Danforth legislation were passed, and he also thinks it rather unfair to punish those who do not buy air-bag equipped cars, particularly if they are conscientious about using seat belts.

Rather than a financial incentive approach, Peck said he would prefer to see a large-scale demonstration of air-bag technology to the American car buyer first and thereafter let the market work its will. He is currently trying to work out such an air-bag demonstration program with several manufacturers.

These would include General Motors, Ford Motor Co., Mercedes-Benz, BMW, Volvo, some of the Japanese makers. To date only Ford has given positive indication. GM has told the agency that for the time being it is not interested in such a program. The others, though experienced with air-bag technology, have not as yet responded to Peck's request.

• Peck said his demonstration program, similar to that first proposed by Transportation Secretary William Coleman in 1976, would hopefully put about 500,000 air-bag-equipped cars on the road. Before getting started, however, he said there were still some issues to be resolved.

First there is the problem of air bags in smaller cars, he said. Based on work done by certain Japanese makers, Peck said, it would appear that current systems would exceed the noise level for permanent ear damage when actuated. This results from having to deploy very quickly in a limited amount of space, he said.

Peck said NHTSA is also looking at whether there would in fact be meaningful insurance premium discounts available to consumers who purchase air-bag-equipped cars and whether a sharing of air-bag technology might not be possible without running into antitrust problems.

Peck also said that the agency was considering using only driver side air bags in the demonstration program and that it was also investigating the possibility of getting the government, both military and civilian, and other major vehicle customers in the private sector, to commit to buying such air-bag-equipped cars.

Peck said he could give no definite date for commencing the demonstration program.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES, INC.

		1982					1983				
U. S. Macroeconomic Outlook	Year 1981	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1982	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1983
% change gross national product—1972 dollars	1.98	-4.00	-0.35	4.89	4.72	-1.02	3.83	4.38	4.23	3.50	4.00
Index of production workers wages	2.74	2.87	2.92	2.97	3.02	2.95	3.08	3.13	3.19	3.25	3.16
Consumer price index (all urban)—all items	2.72	2.84	2.88	2.92	2.97	2.90	3.03	3.08	3.13	3.18	3.10
Unemployment rate—all civilian workers	7.63	8.76	9.22	9.34	9.17	9.13	8.98	8.70	8.41	8.16	8.56
Index of consumer sentiment	0.71	0.65	0.64	0.71	0.73	0.68	0.74	0.76	0.78	0.77	0.76
Housing starts, private including farm-total	1.10	0.92	1.04	1.20	1.32	1.12	1.39	1.49	1.55	1.57	1.50
Index of real gasoline prices (1981:4=1)	0.99	0.97	0.94	0.94	0.96	0.95	0.97	0.99	1.01	1.03	1.00
U. S. Financial Outlook											
Prime rate on short-term business loans	16.87	16.26	13.99	14.27	15.91	15.11	16.32	15.44	14.86	15.54	15.54
Finance rate on consumer auto loans	16.54	17.01	16.65	16.45	16.67	16.69	16.85	16.95	16.97	17.07	16.96
Real new-issue rate	6.30	6.76	5.58	4.99	5.93	5.81	6.71	5.99	4.93	5.20	5.71
Real short-term interest rate	8.03	6.08	3.85	5.17	7.12	5.56	7.63	6.51	6.17	7.55	6.96
Personal savings as % disposable income	10.31	11.46	12.05	14.06	14.23	12.95	14.26	13.99	17.24	17.32	15.70
Ratio of corporate profits to GNP	7.89	6.12	6.06	6.37	6.64	6.30	6.90	7.08	7.24	7.32	7.13
Ratio of fixed investment to GNP	11.22	11.12	10.97	10.85	10.76	10.93	10.81	10.93	11.06	11.16	10.99
U. S. Automotive Outlook											
Total new passenger car retail sales-units	8.60	8.45	7.94	9.04	9.39	8.70	9.53	9.65	9.81	10.10	9.78
Domestic share %	72.71	74.45	73.87	74.38	76.84	74.89	75.68	75.72	75.78	76.17	75.84
Fuel Efficient units	3.59	—	—	—	—	3.69	—	—	—	—	4.62
Full Size & Intermediate units	5.01	—	—	—	—	5.01	—	—	—	—	5.15
Import share %	27.32	25.55	26.13	25.62	23.16	25.11	24.32	24.28	24.22	23.83	24.16
Dealer deliveries-light trucks-units	2.04	2.11	1.98	2.40	2.46	2.24	2.43	2.39	2.35	2.48	2.41
Dealer deliveries-Class 6-8 trucks-units	0.23	0.20	0.21	0.25	0.29	0.24	0.27	0.27	0.29	0.30	0.28

WORLD AUTOMOTIVE OUTLOOK	1979	1980	1981	1982	1983	1984	1985	1986
Total Western Europe Car Production	11.316	10.343	9.818	10.720	11.259	11.221	10.565	11.160
Small-Car Production	5.715	5.716	5.792	6.218	6.418	6.396	6.022	6.361
Large-Car Production	5.601	4.626	4.025	4.502	4.841	4.825	4.543	4.799

Western Europe New Truck Registrations	1980	1981	1982	1983	1984	1985
Germany	0.222	0.193	0.176	0.193	0.213	0.199
France	0.315	0.324	0.310	0.324	0.330	0.305
United Kingdom	0.256	0.202	0.207	0.236	0.255	0.247
Italy	0.158	0.154	0.148	0.155	0.170	0.167
Spain	0.086	0.080	0.087	0.090	0.092	0.092
The Netherlands	0.046	0.039	0.040	0.045	0.045	0.042
Belgium	0.030	0.027	0.027	0.031	0.030	0.030

Major Producer National Car Outlook	1980	1981	1982	1983	1984	1985	1986
United Kingdom							
Total New Car Registrations	1.51	1.48	1.57	1.67	1.61	1.54	1.63
Exports	0.36	0.34	0.29	0.33	0.36	0.38	0.41
Total Car Production	0.92	0.95	1.05	1.14	1.13	1.07	1.65
France							
Total New Car Registrations	1.87	1.84	1.20	2.03	1.97	1.89	1.86
Exports	1.53	1.39	1.51	1.34	1.34	1.35	1.45
Total Car Production	2.94	2.61	2.82	2.67	2.58	2.53	2.61
West Germany							
Total New Car Registrations	2.43	2.33	2.47	2.69	2.63	2.58	2.39
Exports	1.87	1.95	2.02	1.92	1.91	1.94	1.95
Total Car Production	3.52	3.58	3.72	3.75	3.61	3.58	3.41
Italy							
Total New Car Registrations	1.72	1.80	1.70	1.53	1.61	1.49	1.31
Exports	0.51	0.43	0.52	0.51	0.54	0.53	0.55
Total Car Production	1.45	1.26	1.42	1.35	1.39	1.25	1.46
Japan							
Total New Car Registrations	2.85	2.87	3.08	3.48	3.21	3.22	3.21
Exports	3.95	3.95	4.01	4.39	4.59	4.87	5.05
Total Car Production	7.04	6.97	7.10	7.88	7.82	8.10	8.28

NOTE: Units stated in millions. Totals may not add due to rounding.

Automotive News World Outlook reflects deteriorating economic situation

New-car sales forecast is sliced to 8.7 million

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pent-up demand for new cars.

"The rebate programs have brought people into the market although they haven't made the decision to purchase yet," Hammond said. "The limited response to the rebates is just a further reflection of the limited control the auto makers have over their own environment. There is little they can do until we have a stable economy."

Hammond did say, however, that the limited response to the rebates has caused some reevaluation of price elasticity and price sensitivity.

"Let's put it this way," he said. "Sensitivity to price is something less than it was before we went into the current recessed economy but it is still keener than it has been historically."

Hammond also said he believes the falling price of gasoline will affect sales and consumer choices.

"There's been a bubble effect on consumer awareness because prices have fallen so quickly," he said. "The consumer is very aware.

"A portion of the decline is expected to be structural in nature; that means it will lower vehicle operating costs over the long-term.

"It also means that it will support a bigger, longer large-car recovery while having a null effect on small cars."

Hammond believes that the falling gasoline prices will increase the sales of large cars while not impacting small-car sales because lower operating costs are not as important a purchase motivational factor as price.

Notching 25

Gwynn G. Bacon, right, of Allen Gwynn Chevrolet, Glendale, Calif., is congratulated on his 25th anniversary as a dealer by Robert D. Canedella, Chevrolet's Los Angeles zone manager.

This means it is likely the current relative strength in larger-car sales will continue to escalate and lead the industry in the coming recovery, according to the AUTOMOTIVE NEWS WORLD OUTLOOK/DRI projections.

• The quarterly forecast said that light-duty truck deliveries in 1982 should total 2.24 million units compared with 2.04 million deliveries in 1981. By 1983, the forecast said light-truck deliveries will reach 2.41 million units.

Heavy-duty truck (Classes 6, 7 and 8) deliveries are expected to increase only slightly this year to 240,000 units from 230,000 units last year. In 1983, however, heavy-duty-truck deliveries should total 280,000 units.

The automotive situation outside North America will improve more dramatically in 1982, according to the forecast.

For example, total car production in Western Europe is expected to recover to 10.72 million units this year compared with 9.81 million units in 1981 and 10.34 million units in 1980.

New-truck registrations in Western Europe this year are expected to decline slightly, but recover in 1983.

Among the major car-producing nations, Japan is expected to continue to expand its output at a rapid pace.

Japan, which built less than seven million cars last year and exported just under four million units, will build more than seven million units this year and export in excess of four million units.

By 1986, Japan will have increased its annual car production to about 8.1 million units, AUTOMOTIVE NEWS WORLD OUTLOOK said, and will export more than five million units.

Total car production in France, West Germany and Italy is expected to remain fairly stable through 1986, as are the respective levels of exports from those nations.

Third-generation Lee signs with Chevrolet

MONROEVILLE, Ala. — John T. Lee III has signed a Chevrolet franchise and will do business as Lee Motor Co., Inc.

He is a third-generation Chevrolet dealer here. His grandfather signed the original franchise in 1933.

Domestic total is 156,532 cars

Early-March sales 23 pct. below '81

By Jenny L. King
Staff Writer

"Unremarkable" best describes the March 1-10 selling period for the domestic auto makers this year. Sales were down substantially from 1981, but they were not as weak as they had been in January nor as healthy as they were by the end of February.

Sales by five major U. S. builders numbered 156,532 in early March, down 23.36 percent from 204,231 a year ago. It was the seventh straight drop this year, calculated on a daily rate basis.

In fact, on that basis there have been no periods surpassing 1981 levels thus far this year, which explains why there is a 19.40-percent gap between year-to-date sales. For 1982 the total is 981,612, compared with 1,217,848 in 1981.

The early-March daily selling rate averaged 17,392, based on nine days. That was down 31.87 percent from 25,529 for eight days a year ago.

DOMESTIC SALES

	March 1-10, 1982	March 1-10, 1981
AMERICAN MOTORS	2,400†	4,700†
Chrysler	4,104	3,104
Imperial	110	195
Plymouth	8,060	12,055
Dodge	7,166	10,546
CHRYSLER CORP.	19,440	25,900
Ford	25,500	32,233
Mercury	9,468	9,858
Lincoln	2,403	2,136
FORD MOTOR	37,371	44,227
Buick	15,028	21,608
Cadillac	5,731	5,544
Chevrolet	37,902	54,619
Oldsmobile	22,468	26,397
Pontiac	13,629	17,381
GENERAL MTRS.	94,758	125,549
VOLKSWAGEN	2,563	3,855
INDUSTRY TOTAL	156,532	204,231

†—Estimate.

All five auto makers were down during the period. General Motors dropped 24.53 percent, to 94,758 from 125,549 last year (down 32.91 percent daily rate). Ford Motor Co. sales of 37,371 were down 15.50 percent from 44,227 (down 24.90 daily rate).

Chrysler Corp. dropped 24.94 percent (33.28 percent daily rate), to 19,440 from 25,900. Volkswagen of America dealers retailed 2,563 new Rabbits, down 33.51 percent from 3,855 (down 40.85 percent daily rate), while estimated sales for American Motors were 2,400, down 48.94 percent from 4,700 (down 54.51 percent daily rate).

• GM slipped to 60.54 percent of the market from its year-ago 61.47 percent. Ford earned 23.87 percent, up from 21.66 percent. Chrysler was squeezed back to 12.42 percent from 12.68 percent. VWoA had 1.64 percent, down from 1.89 percent, and AMC sales accounted for 1.53 percent, down from 2.30 percent.

Chrysyer, Lincoln and Cadillac were the only makes to improve their lot based on year-to -year sales. Chrysler was up 32.22 percent, Lincoln was up 12.50 percent and Cadillac was up 3.37 percent.

Imperial was the loss leader in early March, its sales down 43.59 percent. Plymouth was down 33.14 percent and Dodge was down 32.05 percent.

Ford sales dropped 20.89 percent, Mercury was down 3.96 percent. Buick dropped 30.45 percent, Chevrolet was down 30.61 percent, Pontiac was down 21.59 percent and Oldsmobile was down 14.88 percent.

ATAM selects leaders

The 104-member Automotive Trade Assn. Managers recently elected officers to serve during 1982. From left, they are: Richard D. Meek, executive vice president, Connecticut Automotive Trades Assn., Hartford, president; Keith W. Howard, executive vice president, Automobile Dealers Assn. of North Dakota, Fargo, vice president, and, as secretary-treasurer, William F. Morie, executive vice president, Georgia Automobile Dealers Assn., Atlanta.

GM rebates now include cars ordered by March 31

By Marjorie Sorge

General Motors has extended its "Let's Get Moving" rebate program to include certain 1982 cars and trucks ordered during the bonus period but delivered after it ends.

Phase II of the promotion will allow customers to order certain cars and trucks between March 15 and March 31 under the bonus program. Phase I pays rebates to customers whose cars and trucks were delivered between Feb. 1 and March 31. It was announced Jan. 29, the day after GM's contract talks with the UAW broke down.

Under the new program customers will get the following bonuses from General Motors on ordered vehicles:

1. $2,000 on Cadillac Seville.

2. $750 on Chevrolet Cavalier, Pontiac J2000, Oldsmobile Firenza, Buick Skyhawk, Cadillac Cimarron, Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega, Buick Skyhawk and Chevrolet C/K 10, 20, 30 and GMC C/K 1500, 2500 and 3500 regular cab pickup trucks.

3. $500 on Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera, Buick Century, Chevrolet Chevette and Pontiac T1000.

GM will pay 75 percent of the rebate while participating dealers will contribute 25 percent,

Continued on Page 8, Col. 3

1981 new-car market slips 3.6 pct. to 8,443,919

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in 1981 dropped 3.62 percent from the 1980 total. Both domestics and imports were down, but the U. S. makes suffered the greater decline.

New-car registrations in the U. S. during 1981 totaled 8,443,919, according to figures compiled by R. L. Polk & Co., down 3.62 percent from 8,760,937 in

Table on Page 42.

1980, and a whopping 18.47 below the 1979 count of 10,356,695.

Domestic-only registrations of 6,012,239 were down 4.44 percent from 6,291,757 in 1980 and were the lowest since 1961 when only 5,476,125 new U. S. - built cars were registered.

Registrations of new imported cars remained comparatively high, but missed the year-earlier record by 37,500 units. Their share of the total market continued to climb, to 28.80 percent from 28.18 percent in 1980.

The 1981 import total was 2,431,680, second best year for the foreign makers and down only 1.52 percent from the record 2,469,180 set in 1980.

December registrations numbered 611,520, down 0.36 percent from 613,740 in November, and down 13.97 percent from the preceding December's 710,821. It was the lowest for the month since 1974 when 586,081 new cars were recorded. Record for December is 989,114, set in 1972.

Chrysler Corp. was the only corporate maker to increase its share of the diminishing automotive pie. In 1981, Chrysler climbed to 8.76 percent from 7.14 percent the year before.

Imports edged up to 28.80 percent of the total from 28.18 percent in 1980.

General Motors products accounted for 44.50 percent, down from 46.41 percent. Ford Motor Co. slipped to 16.32 percent from 16.51 percent. American Motors was squeezed back to 1.58 percent from 1.72 percent.

Miscellaneous domestic nameplates accounted for 0.04 per-

Continued on Page 42, Col. 1

TOP CARS

U. S. new-car registrations for the full year of 1981. Registrations not available for Oklahoma.

Pos. 1981		Make		Pos. 1980
1—	1,437,091	Chevrolet	1,725.874—	1
2—	975,312	Ford	1,046,887—	2
3—	830,892	Oldsmobile	807,000—	3
4—	718,304	Buick	707,544—	4
5—	566,042	Toyota	560,090—	6
6—	546,936	Pontiac	612,794—	5
7—	452,153	Datsun	506,075—	7
8—	365,638	Honda	351,342—	8
9—	340,868	Mercury	326,361—	9
10—	335,691	Plymouth	236,522—12	
11—	311,824	Dodge	250,556—11	
12—	231,713	Volkswagen	255,232—10	
13—	224,458	Cadillac	212,557—13	
14—	172,315	Mazda	159,788—14	
15—	143,674	Subaru	125,887—17	
16—	133,455	AMC	150,878—15	
17—	92,105	Chrysler	138,385—16	
18—	64,698	Volvo	54,484—21	
19—	61,775	Lincoln	72,740—18	
20—	59,239	Mercedes	51,538—22	
21—	48,476	Audi	.....	
22—	43,522	Colt	.....	
	.....	Fiesta	67,929—19	
	.....	Champ	54,741—20	
	284,210	Other Imports	282,074	
	3,528	Misc. Dom.	3,659	
	8,443,919	Total	8,760,937	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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U. S. drops antitrust suit on Mercedes parts sales

WASHINGTON. — The Justice Department has dismissed a civil antitrust suit filed against Mercedes-Benz of North America in August, 1979, in federal court in San Francisco.

Antitrust Chief William F. Baxter decided that the "tying" arrangement involved does not have anti-competitive effects in the luxury-car market.

The case alleged conspiracy to restrain competition in the sale of replacement parts for Mercedes-Benz cars to its dealer body. It named dealers and others as co-conspirators.

Starting sometime in 1974 and continuing until the suit was filed, the suit charges that MBNA conditioned franchises on dealers' buying parts solely from Mercedes and, therefore, sales of these parts by independent makers had been restrained.

In 1978, the Justice Department said, M-B dealers sold more than $130 million worth of replacement parts, only 30 percent of which came from the independents. The suit asked for permanent enjoinder.

MBMA gets its replacement parts from Daimler-Benz and from firms that make them to D-B specifications. MBNA sells them only to dealers except in emergencies.

Independent distributors get parts from OEMs, either directly or indirectly through brokers or exporters, and from other sources in Europe, the U. S. or elsewhere. They, in turn, resell to jobbers, independent garage owners, service stations and M-B dealers.

The suit charged that MBNA and its dealers agree to adhere to a franchise provision which requires buying "virtually all" replacement parts from MBNA and that MBNA has enforced the provision by, among other things, monitoring dealer purchasing.

• Baxter said the tying arrangements alleged in the MBNA case "do not harm competition by creating market power."

Baxter also noted that pretrial rulings left the government in the position of having to prove that Mercedes has enough market power in the car business to restrain competition in Mercedes replacement parts.

A question also not settled was whether MBNA has business justification — i.e., quality control — for the tying arrangement.

Baxter concluded that litigation could use up resources that could be shifted to other areas more likely to yield competitive benefits to consumers.

NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					FULL YEAR				
	Regis., Dec., 1981	Percent Share of Market	Regis., Dec., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 12 mos., 1981	Percent Share of Market	Regis., 12 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	97,957	16.02	129,525	18.22	— 2.20	1,437,091	17.02	1,725,874	19.70	— 2.68
Ford	62,543	10.22	85,188	11.99	— 1.77	975,312	11.55	1,046,887	11.95	— 0.40
Oldsmobile	61,306	10.03	67,631	9.52	+ 0.51	830,892	9.84	807,000	9.21	+ 0.63
Buick	54,642	8.94	59,555	8.38	+ 0.56	718,304	8.51	707,544	8.08	+ 0.43
Pontiac	34,939	5.71	48,274	6.79	— 1.08	546,936	6.47	612,794	6.99	— 0.52
Mercury	23,222	3.80	31,409	4.42	— 0.62	340,868	4.04	326,361	3.73	+ 0.31
Dodge	22,968	3.75	25,745	3.62	+ 0.13	311,824	3.69	250,556	2.86	+ 0.83
Plymouth	21,869	3.58	25,784	3.63	— 0.05	335,691	3.98	236,522	2.70	+ 1.28
Cadillac	21,789	3.56	19,063	2.68	+ 0.88	224,458	2.66	212,557	2.43	+ 0.23
Chrysler	10,339	1.69	12,109	1.70	— 0.01	92,105	1.09	138,385	1.58	— 0.49
AMC	9,636	1.57	12,102	1.70	— 0.13	133,455	1.58	150,878	1.72	— 0.14
Lincoln	5,747	0.94	6,477	0.91	+ 0.03	61,775	0.73	72,740	0.83	— 0.10
GENERAL MOTORS	270,633	44.26	324,048	45.59	— 1.33	3,757,681	44.50	4,065,769	46.41	— 1.91
FORD MOTOR CO.	91,512	14.96	123,074	17.32	— 2.36	1,377,955	16.32	1,445,988	16.51	— 0.19
CHRYSLER CORP.	55,176	9.02	63,638	8.95	+ 0.07	739,620	8.76	625,463	7.14	+ 1.62
AMERICAN MOTORS	9,636	1.57	12,102	1.70	— 0.13	133,455	1.58	150,878	1.72	— 0.14
IMPORTS	184,282	30.14	187,745	26.41	+ 3.73	2,431,680	28.80	2,469,180	28.18	+ 0.62
MISCELLANEOUS	281	0.05	214	0.03	+ 0.02	3,528	0.04	3,659	0.04	.....
TOTAL	611,520		710,821			8,443,919		8,760,937		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Iowa.

New-car registrations wind up at 8,443,919

'81 market tally shows 3.6-pct. drop

Continued from Page 4

cent of the 1981 total, the same share they had in 1980.

Domestic-only registrations in 1981 were divided this way: GM, 62.50 percent; Ford Motor Co., 22.92 percent; Chrysler Corp., 12.30 percent; AMC, 2.22 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only shares were: GM, 64.62 percent; Ford Motor Co., 22.98 percent; Chrysler Corp, 9.94 percent; AMC, 2.40 percent, and miscellaneous, 0.06 percent.

By size segments, subcompacts, luxury models and imports increased their market shares in 1981 compared with 1980. Subcompacts gained the most while standard-size cars sacrificed the greatest share.

In 1961, subcompacts accounted for 15.42 percent of the registrations total, up more than two percentage points from 13.37 percent in 1980. Imports climbed to 28.80 percent from 28.18 percent, and luxury models went to 4.80 percent from 4.59 percent.

Standard-size cars fell back to 9.99 percent of the total 1981 market, down from 11.20 percent. Intermediates accounted for 20.46 percent, down from 21.54 percent, and compacts dipped 0.59 percentage points, to 20.53 percent from 21.12 percent.

• In December, every major U. S. maker was down in new registrations, as were the imports as a group. Chrysler Corp., though off in numbers, increased its share of a smaller total slightly while imports were up 3.73 percentage points.

Chrysler edged up to 9.02 percent from 8.95 percent the preceding year. Imports advanced to 30.14 percent from 26.41 percent. General Motors earned 44.26 percent, down from 45.59 percent. Ford dropped 2.36 percentage points, to 14.96 percent from 17.32 percent, and AMC's 1.57 percent was down 0.13 percentage points from 1.70 percent. Miscellaneous domestics had 0.05 percent in 1981 and 0.03 percent in 1980.

Domestic-only registrations in December were divided this way: GM, 63.34 percent; Ford Motor, 21.42 percent; Chrysler Corp., 12.91 percent; AMC, 2.26 percent, and miscellaneous domestics, 0.07 percent.

A year earlier, domestic-only market shares in December were as follows: GM, 61.95 percent; Ford Motor, 23.53 percent; Chrysler Corp., 12.17 percent; AMC, 2.31 percent, and miscellaneous domestics, 0.04 percent.

By size segments, U. S. subcompacts and luxury cars gained slightly compared with their December, 1980, shares, and imports leaped almost four percentage points to 30.14 percent from 26.41 percent of the market.

Subcompacts accounted for 14.08 percent, up from 13.79 percent; luxury models represented 6.00 percent, up from 5.16 percent; compacts skidded 3.38 percentage points, to 18.56 percent from 21.94 percent; intermediates slipped to 20.44 percent from 21.69 percent, and standard-size models stood at 10.78 percent, down from 11.01 percent.

Buick leader

Morton C. Mallory, right, Mallory Buick Co., is presented with a plaque, citing him as the largest sales volume Buick dealer in Missouri for 1981, by Paul Britton, St. Louis zone manager for Buick.

EPA reconsiders rules governing lead in gasoline

WASHINGTON. — In a reexamination of the need for phase-down of lead in gasoline, EPA is asking the public to comment on a "wide range of alternatives."

The phase-down was initiated when emission controls on vehicles went to catalyst technology, since catalysts are poisoned by lead. Last year, the Vice President's Task Force on Regulatory Reform asked EPA to see whether the phase-down was needed, since the turnover of the vehicle fleet creates a demand for unleaded gasoline—now estimated at 53 percent of production.

EPA estimates that with or without the current restriction of 0.5 grams per gallon, in five years the average gasoline lead content would reach that level under normal market conditions.

Proposals being considered include retaining the current 0.5 grams per gallon for all refiners or imposing that level only in selected urban areas. Different ways of averaging are also being considered.

Large refiners are now meeting the standards, but small ones (those not owned by larger refiners and with capacity of less than 50,000 barrels a day) have been permitted to meet a less stringent standard until Oct. 1, 1982.

EPA has proposed suspension of that deadline pending outcome of its review. EPA says small refiners produce only 5 to 7 percent of the nation's gasoline.

GMAD names Harper

WARREN, Mich. — Earl E. Harper has been appointed manager of the GM Assembly Division plant constructed in Detroit/Hamtramck. He formerly was manager of the division's Corvette assembly plant at Bowling Green, Ky.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

December '81 vs. December '80

	1981		1980	
	December	Yr.	December	Yr.
AMC Spirit	1,357	33,842	2,899	50,257
Concord	2,852	43,198	3,376	50,666
Concord SW	1,173	15,005	1,377	17,170
Eagle 4WD	634	6,650	1,000	12,548
Eagle 4WD SW	2,365	17,225	1,629	16,224
Eagle SX4 4WD	1,255	17,535	1,821	4,013
TOTAL AMC	9,636	133,455	12,102	150,878
Chrysler LeBaron '81	612	32,598	4,660	55,045
LeBaron '81 SW	45	5,232	956	8,661
LeBaron '82 FWD	5,106	9,129		
LeBaron '82 SW FWD		1		
Cordoba	1,573	25,114	3,417	43,817
Newport	26	4,131	988	12,803
New Yorker '81	58	5,659	1,360	16,449
New Yorker '82	2,619	5,301		
Imperial	300	4,940	728	1,610
Total	10,339	92,105	12,109	138,385
Plymouth Horizon FWD	7,669	130,106	9,365	128,225
Reliant FWD	10,143	137,031	9,661	17,454
Reliant SW FWD	3,357	52,353	3,827	6,301
Volare	45	6,734	2,029	58,873
Volare SW	12	1,398	517	14,044
Gran Fury '81	29	6,721	385	11,625
Gran Fury '82	614	1,348		
Total	21,869	335,691	25,784	236,522
Omni FWD	7,924	110,209	7,814	103,425
Aries FWD	8,323	106,146	7,365	12,896
Aries SW FWD	2,706	39,409	2,890	4,693
Dodge 400 FWD	1,613	2,843		
Aspen	53	5,713	1,746	45,648
Aspen SW	7	1,295	486	10,754
Diplomat	1,350	23,799	2,322	26,630
Diplomat SW	43	2,631	482	4,531
Mirada	828	14,695	1,951	26,402
St. Regis	121	5,084	689	15,577
Total	22,968	311,824	25,745	250,556
Total Chrysler Corp.	55,176	739,620	63,638	625,463
Escort FWD	12,671	175,798	13,257	28,529
Escort SW FWD	5,568	110,174	7,686	16,843
EXP FWD	4,166	51,685	1	2
Pinto	39	9,368	3,544	112,112
Pinto SW	16	2,770	1,258	32,133
Fairmont	10,443	144,683	16,000	206,322
Fairmont SW	840	44,647	4,530	71,099
Granada	5,693	97,899	8,113	84,585
Granada SW	2,632	6,853		
LTD II			45	3,200
LTD	3,124	50,256	4,675	87,090
LTD Crn Victoria	3,448	39,648	3,499	29,085
Ford SW	1,491	19,237	1,668	24,435
Mustang	8,432	153,211	13,498	222,549
Thunderbird	3,980	69,083	7,414	128,903
Total	62,543	975,312	85,188	1,046,887
Lincoln Town Car	2,249	28,695	2,940	31,267
Mark VI	1,838	29,265	3,447	36,901
Versailles			90	4,572
Continental	1,660	3,815		
Total	5,747	61,775	6,477	72,740
Mercury Lynx FWD	4,350	61,769	4,588	9,106
Lynx SW FWD	1,489	31,983	2,319	4,219
LN7 FWD	1,580	17,210		1
Bobcat	8	2,122	839	23,022
Bobcat SW	3	487	196	4,839
Zephyr	2,536	42,489	6,361	65,614
Zephyr SW	253	11,189	1,442	18,683
Cougar	2,902	42,597	3,260	30,758
Cougar SW	1,169	3,284		
Marquis	557	7,686	757	13,570
Marquis Brougham	1,212	12,575	1,107	12,536
Grand Marquis	2,583	24,303	1,938	19,124
Marquis SW	703	7,124	686	7,260
XR7	1,478	28,497	3,341	54,655
Capri	2,399	47,553	4,575	62,974
Total	23,222	340,868	31,409	326,361
Linc Merc Div. Total	28,969	402,643	37,886	399,101
Total Ford Motor Co.	91,512	1,377,955	123,074	1,445,988
Buick Skyhawk			61	5,856
Skylark FWD	14,974	200,350	15,422	174,150
Centnry '82 FWD	1,754	1,812		
Regal/Century	20,085	316,998	26,760	320,622
Regal/Century SW	1,021	15,060	1,161	16,561
Le Sabre	1,984	22,782	2,063	30,035
Le Sabre Limited	4,287	46,962	3,900	49,260
Electra	5,173	56,264	5,263	59,722
Buick SW	1,157	10,855	763	9,240
Riviera FWD	4,207	47,221	4,162	42,098
Total	54,642	718,304	59,555	707,544
Cadillac de Ville	9,057	99,179	7,993	97,496
Cimarron FWD	1,869	13,406		
Fleetwood & Chas.	3,794	35,586	3,071	28,649
Eldorado FWD	5,084	53,233	4,859	51,065
Seville FWD	1,985	23,054	3,140	35,347
Total	21,789	224,458	19,063	212,557
Chevrolet Chevette	20,270	347,488	24,793	369,180
Camaro	2,664	93,706	7,470	117,164
Monza	41	16,088	9,667	148,867
Cavalier FWD	6,851	55,107		
Cavalier SW FWD	1,999	17,031		
Citation FWD	23,477	302,301	28,585	370,605
Malibu	9,082	153,396	17,112	200,790
Malibu SW	3,689	56,126	4,899	61,815
Celebrity FWD	933	935		
Monte Carlo	9,952	159,863	14,299	163,097
Impala	4,446	61,165	5,948	84,601
Caprice	9,004	99,230	9,615	118,407
Chevrolet SW	3,948	45,018	4,189	54,940
Corvette	1,601	29,637	2,948	36,408
Total	97,957	1,437,091	129,525	1,725,874
Oldsmobile Starfire			52	5,614
Omega FWD	6,779	109,189	7,331	86,504
Cutlass Ciera FWD	1,904	2,007		
Cutlass Salon '81	10,497	155,088	13,989	172,087
Cut Sup/Calais '81	16,774	263,425	20,125	258,134
Cut Sup/Calais '82	13	22		
Cutlass SW	2,149	30,598	2,588	31,008
Delta 88	815	11,759	1,340	19,369
Delta Royale	9,527	124,690	9,780	111,107
98	8,163	79,932	7,627	70,398
Oldsmobile SW	1,619	17,319	1,504	16,533
Toronado FWD	3,066	36,863	3,295	36,246
Total	61,306	830,892	67,631	807,000
Pontiac T1000	4,854	53,365		
Firebird	1,678	51,576	4,673	83,832
Sunbird	47	28,203	9,659	129,312
J2000 FWD	4,575	40,479		
J2000 SW FWD	654	6,971		
Phoenix FWD	6,107	83,299	8,345	99,542
LeMans/Bonn. '82	4,841	51,499	4,745	54,307
LeMans/Bonn. '82 SW	1,394	22,691	1,851	24,115
6000 FWD	842	864		
Grand Prix	7,799	126,714	10,719	117,225
Catalina	184	6,053	939	13,331
Bonneville '81	973	37,944	3,575	47,394
Bonne. Brougham	766	29,441	2,917	32,479
Pontiac SW	225	7,837	851	11,257
Total	34,939	546,936	48,274	612,794
TOTAL GM CORP.	270,633	3,757,681	324,048	4,065,769
(Checker)	234	2,939	187	3,346
Misc. Domestic	281	3,528	214	3,659
Domestic Station Wagon Total	41,727	601,803	49,764	487,797
Domestic Grand Total	427,238	6,012,239	523,076	6,291,757
Import Total	184,282	2,431,680	187,745	2,469,180
Grand Total All Registrations	611,520	8,443,919	710,821	8,760,937

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Signs point to second-half recovery

A recovery in major markets of Western Europe and North America can be expected in the second half of this year, according to a world auto forecast by DRI Europe (formerly Economic Models).

Particularly strong demand is expected in France as a result of a boost to personal incomes created by policies of the Mitterand administration.

The pace of the recovery in the U. S. is uncertain, since the Reagan Administration's personal tax cuts have yet to affect the market. Very tight monetary conditions continue to hold back new car sales in the U. S., but as interest rates fall there could be a rapid rebound as early as the first half of this year, the report says.

DRI believes established producers in Europe and North America wil continue to benefit from import restrictions on Japanese cars. But these will begin to ease in 1983.

It also points to the number of new model introductions scheduled for this year, which will give impetus to the flat markets.

However, market recovery, import controls and new products cannot hide the fact that the European industry is still fragmented, has generally much higher levels of costs than Japanese competition and, in many cases, requires large state subsidies to survive.

The DRI forecasts are moderately optimistic for 1982 and next year, but even in periods of growth the expected production volumes of each of the major European manufacturers will inevitably remain below 2 million cars annually. The consequences will be that the industry will continue to register losses until 1983 at the earliest.

In a separate report, DRI forecasts that competition in Europe's commercial vehicle industry will tighten as manufacturers face very slow rates of growth in European truck demand, rising import penetration and a temporary slowdown in world markets.

Although the worst is said to be over, last year's total market for trucks over 3.5 tons in the six main EEC countries — Belgium, France, Holland, Italy, UK and West Germany — was expected to amount to 195,000 units, down 17 percent from 1980.

A more gradual recovery of European economies from the aftermath of OPEC 1 and OPEC 2, continued high interest rates which depress business investments, and the cushion of vehicles temporarily laid up during the recession, says DRI, will ensure that the European market grows only modestly this year. It is expected to rise by seven percent to 209,000.

As the economic recovery gathers pace, some rebuilding of fleets is anticipated next year and in 1984. However, truck markets offer little overall medium term growth, with average growth rates from 1978 to 1986 of less than one percent.

European manufacturers softened the blow of depressed domestic markets by shifting production for exports beyond Europe. A boom in OPEC markets helped compensate, and the decline in European currencies against the dollar in 1981 dominated world markets.

Exports to countries beyond Europe increased to over 40 percent of truck production in 1981. Whether this degree of export-orientation can be maintained will be vital to the future of European production, DRI maintains.

Short term problems will be created as the recent OPEC boom runs out of steam this year, although DRI believes the German—and to lesser extents the French and Italian—producers will continue to be successful on world markets until the mid-1980s.

Light commercial-vehical manufacturers face a more difficult future, as Japanese producers have developed an outstanding comparative advantage in this area.

NEW CAR REGISTRATIONS

(Millions of units)

	1980	1981	1986*
United Kingdom	1.51	1.39	1.61
France	1.87	1.87	2.28
West Germany	2.43	2.22	2.68
Italy	1.72	1.62	1.67
Spain	0.53	0.54	0.75
Western Europe (1)	9.97	9.5	11.37
United States	8.7	9.55	10.48
Latin America (2)	1.34	1.42	2.49
Japan	2.85	2.78	3.03
World (3)	27.97	28.67	34.19

CAR PRODUCTION

(Millions of units)

	1980	1981	1986*
United Kingdom (4)	0.92	0.94	0.99
France	2.94	2.76	3.37
West Germany	3.52	3.14	3.41
Italy	1.45	1.43	1.66
Spain	1.03	0.88	1.2
Western Europe (1)	10.39	9.76	11.46
United States	6.37	7.27	8.41
Latin America (2)	1.36	1.48	2.56
Japan	7.04	6.63	7.43
World (3)	28.69	29.23	35.24

(1) Includes 15 major European countries. (2) Includes Mexico, Brazil and Argentina. (3) Includes 31 countries plus "rest of world" forecast. (4) Does not include assembly. *Projection.

Source: DRI Europe

Japanese market: Mature and static

Although Japan's car population has expanded rapidly since 1970 (autos in use have risen at a compound annual rate of 10.5 percent), passenger car demand over the 10-year period has been sluggish. Sales have risen at a mere 1.8 percent annually, with peak-to-peak (1973-1979) growth at a paltry 0.6 percent.

The lethargy is partly due to a moderate shift in truck demand — especially the high-MPG mini-vehicles. Nevertheless, even including truck demand, vehicle sales have grown only at a 2.1 percent annual pace. "As we see it," says Sanford C. Bernstein & Co., Inc., auto analyst David Eisenberg, "the market has simply matured under the influence of several factors: the high cost of motoring, crowded driving conditions, inadequate parking facilities and an excellent mass transit system." Consequently, replacement demand now makes up 65 to 70 percent of new car sales — similar to the replacement demand relationships in the U. S.

"Moreover," says Eisenberg, "but for the rapid rise in drivers licenses issued to women since 1975 (70 percent growth versus 20 percent for men), net new demand probably would have risen much less than the average of 1.4 million units per year."

In the past year, static sales trends have reflected Japan's general economic malaise, as suggested by sluggish personal spending figures and restrictive fiscal and monetary policies. The government has been attempting to stimulate sales (and offset a weakening export trend) by reducing the official discount rate.

"Given the likelihood of a cyclical economic recovery in Japan later this year, and in view of the significant new-product launches scheduled by virtually all the Japanese auto makers," says Eisenberg, "we expect a moderate recovery in vehicle sales commencing by year-end; combined car and truck deliveries in 1984 are expected to rise about 11 percent from the 1979 level, to 5.7 million units."

Against the backdrop of a mature marketplace, Japan's auto makers are expected to continue the intense struggle to gain competitive position. The high level of new-product activity, and attempts by Honda and Toyo Kogyo to penetrate the low-end markets, are expected to ensure continuation of pricing pressures.

REGISTRATIONS OVERSEAS

AUSTRIA

	12 mos., 1981	12 mos., 1980
Cars		
Alfa Romeo	2,147	3,201
BL	954	1,279
BMW	6,866	7,550
Daihatsu	363	455
Datsun	11,212	10,637
Fiat Auto	12,134	14,819
Ford	17,528	15,468
General Motors	23,116	29,644
Honda	1,835	2,027
Lada	2,678	2,955
Mazda	17,389	12,605
Mercedes-Benz	5,369	6,464
Mitsubishi	5,169	7,096
Peugeot SA	17,005	24,855
Citroen	6,381	8,173
Peugeot/Talbot	10,624	16,682
Porsche	426	503
Renault	9,715	12,696
Saab	666	841
Skoda	432	658
Subaru	3,209	1,728
Suzuki	1,403	669
Toyota	8,321	11,186
VAG	41,613	49,736
Volvo	3,409	4,488
Others	212	499
TOTAL	193,173	222,059

HOLLAND

	12 mos., 1981	12 mos., 1980
Cars		
Alfa Romeo	4,006	4,791
American Motors	74	131
BL	6,834	8,516
BMW	11,435	10,712
Chrysler	105	76
Dacia	5	17
Daihatsu	1,961	2,191
Datsun	17,506	23,790
Fiat Auto	16,489	18,584
FSO (Polonez)	141	221
Ford	40,159	41,155
General Motors	55,434	69,246
Honda	16,879	25,001
Hyundai	1,969	1,159
Lada	6,638	5,790
Mazda	17,368	17,495
Mercedes-Benz	8,173	9,384
Mitsubishi	18,282	21,544
Peugeot SA	51,963	59,420
Citroen	21,994	22,072
Peugeot	16,528	22,447
Talbot	13,441	14,901
Polski-Fiat	50	179
Porsche	176	265
Renault	31,818	39,427
Saab	3,216	2,800
Skoda	381	597
Subaru	1,143	792
Suzuki	3,565	1,284
Toyota	18,394	27,182
VAG	38,541	39,621
Volvo	15,783	19,285
Zastava	694	603
TOTAL	389,312	451,587

JAPAN

	11 mos., 1981	11 mos., 1980
Cars		
Daihatsu	73,502	83,172
Fuji	61,320	69,222
Honda	159,518	150,404
Isuzu	59,551	58,251
Mitsubishi	215,348	226,631
Nissan	745,887	761,625
Suzuki	57,378	64,570
Toyo	199,579	178,894
Toyota	1,004,393	971,016
Imports	34,740	40,653
TOTAL	2,611,216	2,604,438
Trucks, buses		
Daihatsu	216,053	178,298
Fuji	140,077	100,767
Hino	36,677	44,755
Honda	131,586	92,310
Isuzu	116,284	124,633
Mitsubishi	256,936	255,871
Nissan	307,767	313,652
Nissan Diesel	19,703	24,104
Suzuki	335,949	272,754
Toyo	153,338	182,836
Toyota	368,310	401,668
TOTAL	2,082,680	1,991,648
Total vehicles	4,693,896	4,596,086

PRODUCTION OVERSEAS

WEST GERMANY

	12 mos., 1981	12 mos., 1980
Cars		
BMW	337,757	330,087
Daimler-Benz	440,778	429,078
Ford*	688,326	592,812
Opel	810,158	786,663
Porsche	31,734	28,622
Audi	321,717	346,235
Volkswagen	1,058,094	1,073,932
VAG	1,379,811	1,420,167
TOTAL	3,668,564	3,587,428
Trucks, buses		
Auwarter	944	903
Daimler-Benz	191,502	198,143
Faun	578	485
Ford*	45,973	51,605
Kassbohrer	1,941	2,037
Magirus-Deutz	18,246	20,619
MAN	25,473	24,455
Opel	6,490	6,137
Volkswagen	164,678	211,640
TOTAL	455,775	516,024
Total vehicles	4,144,339	4,103,452

*—Includes Genk (Belgium) production

UNITED KINGDOM

	12 mos., 1981	12 mos., 1980
Cars		
BL	413,440	395,820
DeLorean	7,409	.....
Ford	342,171	342,767
Lotus	345	384
Reliant	89	582
Rolls-Royce	3,087	3,108
Talbot	117,439	125,314
TVR	164	144
Vauxhall	69,932	55,002
Others	574	623
TOTAL	954,650	923,744
Trucks, buses		
Bedford	48,311	96,424
BL	83,308	129,632
Dodge	8,457	16,334
ERF	1,093	1,982
Foden	613	1,340
Ford	85,324	138,373
Hestair-Dennis	835	721
MCW	641	618
Seddon Atkinson	1,353	2,943
Others	713	974
TOTAL	229,555	389,170
Total vehicles	1,184,205	1,312,914

SPAIN

	11 mos., 1981	11 mos., 1980
Cars		
Citroen	90,766	121,255
Ford	235,511	247,623
Renault	274,778	318,709
Seat	194,222	274,919
Talbot	55,699	62,090
TOTAL	850,976	1,024,596
Trucks, buses		
CAF	1,282	2,193
Dodge	2,832	2,923
Enasa	11,152	14,038
Mercedes-Benz	13,138	9,081
Motor Iberica	17,663	25,301
Santana	13,660	16,259
TOTAL	59,727	69,795
Total vehicles	910,703	1,094,391

JAPAN

	11 mos., 1981	11 mos., 1980
Cars		
Daihatsu	137,353	142,160
Fuji	172,491	184,998
Honda	775,721	765,318
Isuzu	119,089	95,801
Mitsubishi	562,970	600,316
Nissan	1,703,181	1,778,335
Suzuki	86,585	79,893
Toyo	771,825	670,781
Toyota	2,065,377	2,130,101
TOTAL	6,394,592	6,447,703
Trucks, buses		
Daihatsu	301,609	254,274
Fuji	254,117	200,143
Hino	63,787	68,926
Honda	146,027	99,711
Isuzu	303,298	335,706
Mitsubishi	443,210	404,341
Nissan	663,175	647,787
Nissan Diesel	41,013	43,698
Suzuki	442,252	345,809
Toyo	311,571	353,901
Toyota	901,168	916,522
Others	556	732
TOTAL	3,871,783	3,671,550
Total vehicles	10,266,375	10,119,253

ARGENTINA

	10 mos., 1981	10 mos., 1980
Cars		
Ford	43,976	60,242
Renault	38,249	51,154
Sevel	22,465	53,354
Volkswagen	14,393	23,369
TOTAL	119,083	188,119
Trucks, buses		
Deutz	58	114
Fiat	184	722
Ford	16,760	33,986
IME	.....	2,041
Mercedes-Benz	5,081	8,192
Renault	85	108
Scania	318	724
Sevel	1,749	3,640
Volkswagen	1,121	3,409
TOTAL	25,356	52,936
Total vehicles	144,439	241,055

Court rules state procedure unconstitutional

GM upheld in bid to open Tenn. deal

WASHINGTON. — Procedures set up under a 1977 Tennessee law that give auto dealers the right to prevent the opening of new dealerships breach the state constitution, according to the state's chancery court.

Under the law, the court ruled, auto makers are denied due process because they do not have a fair and impartial tribunal. The law also violates the state constitution's anti-monopoly clause, the court ruled.

The case, General Motors versus Capitol Chevrolet Co., started when GM wanted to set up a new dealership in Nashville. GM was overruled by the Tennessee Motor Vehicle Commission, which has 11 members, nine of them auto industry members. During the entire 26 years of the commission, the industry members have always been dealers.

The court criticized the paucity of criteria to guide the commission. Except for determining the "relevant market area," it considers only the adequacy of existing service and the "propriety" of granting a new franchise.

In assessing the membership of the commission, the court said:

"Although the section covering the establishment of new dealerships purports to protect the public, it is obvious the entities which benefit from it are existing dealers. Moreover, it is significant that a statute purportedly designed to protect the public's interest does not allow the public the opportunity to protest new dealerships."

The proposed new franchise was in Davidson County. Three of the four Nashville Chevrolet dealers were among the seven protesting the new franchise. The court noted that the unconstitutionality resulted because those making the decision had a monetary interest in the outcome.

The commissioners are members of the auto trade association. The commission chairman runs a dealership within the market area in question, and two other dealers operate on the fringes of that area.

The court said it was not necessary to show that members had a "direct and positive financial stake," but it was enough to show the "situation offers a possible temptation to the commissioners to decide the case based upon their own pecuniary interest as automobile dealers."

While a state may legitimately limit a manufacturer's right to set up new outlets, it cannot do it with inadequate procedures or through parties that have a vested interest in the outcome, the court ruled.

And now, the Golf turbo diesel

Volkswagen's new Golf turbo diesel—unveiled at Geneva along with an Audi 80 turbo diesel and a more powerful version of the Audi Coupe—shares the look and trim of the sporty GTI gasoline model. Power in European versions is up from 54 to 70 HP.

factories list auction dates

American Motors

March 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 24—Central States Auto Auction, Mason City, Ia.; Southern Auto Sales, Warehouse Point, Conn.

March 25—Atlanta Auto Auction, Red Oak, Ga.

March 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

March 30—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 31 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

March 24 — Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Northway Exchange, Rte. 146, Clifton Park, N. Y.

March 30—Harrisonburg Auto Auction, Harrisonburg, Va.

Chrysler Corp.

March 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

March 25—St. Pete Auto Auction, St. Petersburg, Fla.

March 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 30—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

March 31—Sand Mountain Auto Auction, Boaz, Ala.; Southwest Auto Auction, Phoenix.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales
Auction Averages

March to date	$4,823
Month ago	$4,788
Year ago	$4,141

Model breakdown
Auction Averages

	MARCH TO DATE	FEB.	JAN.
1982	$9,456	$7,719	$7,432
1981	6,838	6,422	6,435
1980	5,420	5,282	5,144
1979	4,814	4,487	5,184
1978	3,859	3,658	3,633
1977	3,015	2,783	2,857
1976	2,286	2,189	2,343
1975	1,627	1,798	1,854
Overall Average	$4,823	$4,687	$4,904

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Domestic makers schedule 116,938 autos

Car production declines for week

By Patricia Hoffman
Staff Writer

Domestic auto output last week dropped slightly from the previous week's total because of production cuts at two assembly points and downtime at General Motors' Detroit (Cadillac) facility.

Volkswagen of America cut Rabbit production at Westmoreland. Output dropped from 3,449 cars the previous week to 715 as the plant prepared for downtime starting today (March 22) due to sagging sales.

Output was also reduced last week at GM's Lansing facility. The plant dropped to one-shift operations at a rate of 60 units an hour. It formerly built 60 an hour on two shifts.

Last week's auto production was targeted at 116,938 units, down slightly from 118,004 the previous week, and a 19.59 percent drop from 145,422 in the comparable 1981 week.

Breakdown for the week by company is: GM, 60.75 percent; Ford Motor, 24.36 percent; Chrysler Corp., 12.83 percent; American Motors, 1.36 percent; VWoA, 0.61 percent and Checker Motors, 0.09 percent.

Year-to-date, the makers have built 917,570 cars, down 32.77 percent from 1,364,821 at this time last year.

GM's Detroit plant was idle last week for inventory control.

Still down at GM are Janesville and Oklahoma City. Both plants have been idle since Jan. 18 for model changeover and are scheduled to return sometime next month.

Chrysler's St. Louis facility returned last week after being idle one week for inventory control. Also back last week from an inventory-adjustment shutdown was Ford's Atlanta point. The plant had been down since the first of this month.

Checker Motors' Kalamazoo point resumed operations last week. The plant was idle one week.

Ford's St. Louis plant worked overtime last Saturday (March 20).

Court orders dealer to pay service customer $500,000

WASHINGTON. — In what is believed to be one of the largest judgments ever filed in a case involving an auto dealer, Palmer Ford, of Hyattsville, Md., has been ordered to pay $500,000 to a customer for "malicious prosecution" after a dispute over a repair bill.

The order, handed down by a Prince Georges County Circuit Court jury in Maryland, followed an earlier dismissal of the suit by the same court.

A spokesman for Palmer Ford said the dealership has filed an appeal of the $500,000 judgment.

The complex case began in 1977 when Franklin Wood took his 1970 Mustang to the dealership for repairs. He received an estimate of $400 but was presented a bill for $952 when he came to pick up the car. Unable to pay, he left the car and returned home.

Later that night, Wood said, he received an anonymous phone call from someone claiming he was a Palmer Ford employe, telling him that very little more than $400 worth of work had been done on his car and that if he dropped off $400 in the men's room of the dealership he would find a receipt marked "paid"—along with the car keys.

The 20-year-old Wood did that and drove off with his car. Later, however, he noticed the radiator leaking and took the car back to the dealership where the service manager tried to discourage him from leaving the car. Wood insisted, and he left.

• The dealer's treasurer wanted to know how he had managed to pick up his car without paying his repair bill. When Wood told him, the treasurer said the service manager had quit and that Wood would have to pay the full amount if he wanted his car back.

Wood paid the full bill after borrowing money from his mother. But only days after doing so, he was arrested on embezzlement charges involving the repair incident.

When Wood called to ask the treasurer why this had been done, the treasurer replied that the president of Palmer Ford had a strict policy of prosecuting all people who dealt fraudulently with the company, and that it was out of his hands.

When the case came up in court, all charges against Wood were dismissed. Wood sued for "malicious prosecution."

The Prince Georges County Circuit Court dismissed the suit but Wood appealed to the Maryland Court of Special Appeals which ruled he was entitled to a jury trial. The jury took less than one hour to decide in his favor.

Washington office

WASHINGTON. — General Warranty Corp. has opened an office at 1750 Pennsylvania Ave., N.W.

Overtime boosts truck output to 45,209 for week

Overtime at General Motors' St. Louis point and Chrysler Corp.'s Warren plant helped boost last week's domestic truck production despite a partial shutdown at International Harvester's Ft. Wayne and Springfield facilities.

Last week, the makers scheduled 45,209 units, up 9.72 percent from 41,203 the previous week and up 14.04 percent from 39,643 the comparable 1981 week.

Year-to-date, the manufacturers have completed 392,968 trucks, up 2.18 percent from 384,578 at this time last year.

Last week, GM's St. Louis plant and Chrysler's Warren point both worked Saturday. Chrysler Warren also operated daily 9-hour shifts last week.

International Harvester idled one line at both the Ft. Wayne and Springfield facilities last week. The partial shutdown was to do heavy inventories.

Volkswagen of America's Westmoreland facility will be idle one week starting today (March 22) due to poor sales.

Car output rises 28 pct. in Canada; 22,485 for week

The return of General Motors' Oshawa (No. One) car assembly point helped boost last week's Canadian auto production 28.79 percent from the previous week's total. Output was also up from the comparable 1981 period.

The auto makers planned 22,485 units last week, a gain from 17,541 the previous week, and up 4.95 percent from 21,425 in the year-ago week.

The truck manufacturers held steady last week, targeting output at 11,434 units compared with 11,401 the previous week, but the total fell 4.13 percent from 11,927 in the same 1981 week.

So far this year, the auto makers have assembled 165,567 cars, up 6.42 percent from 155,582 in last year's comparable period.

Year-to-date, the truck manufacturers have completed 98,804 units, a 20.28 percent decline from 123,942 in the corresponding 1981 period.

GM's Oshawa (No. One) car facility returned March 15 after being idle one week to adjust inventory.

GM's Ste. Therese point continued on one-shift operations last week. The second shift has been idle since Feb. 4.

Also at GM, the Oshawa (No. Two) facility will be down one week starting today (March 22) to adjust inventory.

U. S. CAR PRODUCTION

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
AMERICAN MOTORS	1,600*	2,500*	1,600*	3,200*	21,354*	11,334*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,000	19,220	13,104	38,594	163,019	115,207
Plymouth Total	6,600	9,420	5,450	16,091	81,511	48,844
Horizon	2,100	3,400	2,310	4,410	29,159	14,890
Reliant	4,500	5,000	3,140	11,681	45,911	33,954
Caravelle	.....	120	.....	.....	885	.....
Gran Fury	.....	900	.....	.....	5,556	.....
Chrysler Total	2,500	1,600	2,989	8,228	13,097	21,028
LeBaron	2,500	1,100	2,989	8,228	9,032	21,028
Chrysler	.....	500	.....	.....	4,065	.....
Dodge Total	5,900	8,200	4,665	14,275	68,411	45,335
Omni	2,300	2,700	2,075	4,375	21,442	13,841
Aries	3,000	3,900	2,343	8,448	37,255	25,435
Diplomat	.....	1,200	.....	.....	7,152	.....
Dodge 400	600	.....	247	1,452	.....	6,059
St. Regis	.....	400	.....	.....	2,562	.....
FORD MOTOR	28,482	33,534	26,685	70,729	283,565	180,340
Ford Division	17,834	23,843	17,113	43,584	196,636	108,106
Escort	7,132	8,208	7,319	21,702	89,862	48,604
Fairmont	3,481	4,355	3,004	6,485	36,864	16,520
Must./Must. II	3,685	4,401	4,080	7,765	25,691	21,050
Granada	2,147	1,578	1,374	4,829	12,615	14,904
T-Bird	1,186	3,605	1,153	2,339	12,892	6,043
Ford	.....	1,696	.....	.....	18,712	.....
EXP	203	.....	183	464	.....	985
L-M Division	10,648	9,691	9,572	27,145	86,929	72,234
Mercury Total	8,582	8,357	7,489	20,915	75,060	51,015
Lynx	2,214	2,872	2,215	6,654	30,264	14,130
Capri	1,783	1,330	1,351	3,134	7,487	6,076
Zephyr	1,129	1,009	876	2,005	10,934	5,779
Cougar	1,119	852	643	2,470	6,129	8,175
XR-7	427	999	480	907	5,621	2,101
Mercury	1,871	1,295	1,905	5,678	14,625	14,547
LN7	39	.....	19	67	.....	207
Lincoln Total	2,066	1,334	2,083	6,230	11,869	21,219
Continental ('82)	413	.....	417	1,246	.....	4,773
Lincoln	827	566	832	2,492	5,482	8,494
Mark VI	826	768	834	2,492	6,387	7,952
GENERAL MOTORS	71,041	85,948	73,166	198,827	854,848	588,463
Buick Division	17,520	20,332	16,970	44,542	204,382	144,011
Skylark	3,575	5,877	3,515	10,620	58,262	24,575
Skyhawk J	2,575	.....	2,486	5,061	.....	16,941
Century	2,550	3,995	2,613	7,784	40,146	27,018
Regal	4,885	5,946	4,727	9,612	55,217	35,191
Buick	3,170	3,360	2,861	9,227	37,702	34,641
Riviera	765	1,154	768	2,238	13,055	5,645
Cadillac Division	2,600	6,659	5,483	12,454	69,040	48,224
Cimarron	500	.....	278	778	.....	1,271
Seville	600	630	690	1,934	7,279	4,878
Eldorado	1,500	1,758	1,355	4,229	15,052	13,083
Cadillac	.....	4,271	3,160	5,513	46,709	28,992
Chevrolet Division	27,200	28,230	24,856	69,236	300,917	157,763
Chevette	6,770	6,160	6,709	19,956	64,432	26,651
Cavalier	3,695	.....	3,436	8,848	.....	22,317
Celebrity	2,410	.....	1,655	4,497	.....	10,621
Camaro	5,300	3,045	4,467	14,119	28,005	42,222
Citation	3,310	8,885	3,187	9,587	77,799	20,731
Malibu	3,420	6,935	3,009	6,429	55,731	15,382
Monte Carlo	1,295	2,405	1,404	2,699	28,279	9,133
Chevrolet	400	.....	387	1,293	38,121	4,258
Corvette	600	800	602	1,808	8,550	6,448
Oldsmobile Division	14,705	20,024	17,265	47,129	202,097	166,599
Omega	1,665	3,550	1,785	5,032	33,938	15,427
Firenza	2,205	.....	2,198	4,423	.....	22,542
Cutlass	2,400	7,980	4,828	11,947	94,161	39,097
Cutlass/Ciera	2,250	.....	2,092	7,093	.....	22,614
Oldsmobile	5,430	7,060	5,516	16,198	62,976	58,793
Toronado	735	1,434	846	2,436	11,022	8,126
Pontiac Division	9,016	10,703	8,592	25,466	78,412	71,866
Acadiant †	465	695	465	1,237	4,605	1,237
J2000	560	.....	464	1,342	.....	3,180
T1000	199	.....	333	1,096	.....	1,678
Firebird	2,817	1,035	2,416	7,665	11,540	23,168
Phoenix	505	2,389	537	1,969	26,044	5,478
Grand Prix	1,640	2,400	1,634	4,930	18,867	17,431
Bonneville ('82)	1,640	.....	1,671	4,965	.....	17,432
A6000	1,190	.....	1,072	2,262	.....	2,262
LeMans	.....	1,560	.....	.....	11,139	.....
Pontiac	.....	200	.....	.....	3,213	.....
VOLKSWAGEN	715	4,160	3,449	4,164	41,512	21,426
CHECKER	100*	60*	.....	200*	523*	800*
Total Cars, U. S.	116,938	145,422	118,004	315,714	1,364,821	917,570

TRUCK PRODUCTION IN U. S.†

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
CHEVROLET	11,115	13,475	12,689	36,953	131,866	135,705
DODGE	3,100	1,900	3,562	8,942	15,423	25,909
FORD	18,510	14,779	14,965	45,563	128,605	132,265
GMC	5,119	3,924	4,892	14,354	48,519	49,078
INTERNATIONAL	550	1,690	1,162	2,842	16,911	10,780
VOLKSWAGEN	3,565	1,040	683	4,248	10,083	7,595
JEEP	1,800*	1,550*	1,800*	3,600*	20,136*	15,786*
AM GENERAL	50*	85*	50*	150*	935*	450*
MISCELLANEOUS	1,400*	1,200*	1,400*	4,200*	12,100*	15,400*
Total Trucks, U. S.	45,209	39,643	41,203	120,852	384,578	392,968

CANADIAN TRUCK PRODUCTION

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
CHRYSLER CORP.	2,000	1,600	2,035	6,051	12,764	19,519
FORD MOTOR	3,170	3,490	3,160	9,656	38,045	23,631
GENERAL MOTORS	6,004	6,592	5,936	17,767	70,290	53,017
INTERNATIONAL	260	245	270	792	2,843	2,637
Total Trucks, Canada	11,434	11,927	11,401	34,266	123,942	98,804
N. American Trucks	56,643	51,570	52,604	155,118	508,520	491,772

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
AMERICAN MOTORS	600	720	609	1,819	6,386	5,579
CHRYSLER CORP.	3,440	1,800	3,464	10,417	5,338	36,572
FORD MOTOR	8,420	5,976	8,351	17,267	24,850	45,013
GENERAL MOTORS	9,800	12,704	4,892	24,030	116,657	75,929
VOLVO	225	225	225	675	2,351	2,474
Total Cars, Canada	22,485	21,425	17,541	54,208	155,582	165,567
N. American Cars	139,423	166,847	135,545	369,922	1,520,403	1,083,137
N. American Trucks	56,643	51,570	52,604	155,118	508,520	491,772
North American Cars and Trucks	196,066	218,417	188,149	525,040	2,028,923	1,574,909

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.